

Abstract of the Disclosure

An interactive television program guide system is provided in which targeted advertisements may be presented to a user and targeted actions taken in 5 the program guide based on the user's interests. The program guide monitors the user's interactions with the program guide to determine the user's interests. Interactions that may be monitored include interactions that indicate the categories of programming that 10 interest the user (e.g., movies, sports, children's programming, etc.), setting a reminder for a program, purchasing a program, requesting information on a program, browsing program listings for a particular time or channel, etc.

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